

Message Text

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PAGE 01 CANBER 02422 180809Z

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ACTION EB-07

INFO OCT-01 EA-10 ISO-00 COME-00 /018 W

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R 180703Z APR 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 5517

INFO AMCONGEN MELBOURNE

AMCONGEN SYDNEY

UNCLAS CANBERRA 2422

EO 11652: NA.

TAGS: BEXP, AS

SUBJ: GEORGE'S LTD. - U.S. PROMOTION.

REF: (A) MELBOURNE 0377.

(B) MELBOURNE 0368.

1. THIS IS FOLLOW-UP TO REF (B) WHICH REPORTED DESIRE OF GEORGE'S LTD. FOR USG SUPPORT IN A 1976 AMERICA WEEK PROMOTION IN MELBOURNE INCIDENT TO BICENTIENNIAL CELEBRATIONS.

2. EMBASSY AND CONGEN BELIEVE GEORGE'S PROJECT MERITORIOUS AND FAVOR GIVING ANY USG SUPPORT WHICH CAN BE FURNISHED WITHOUT IMPINGING ON FULL-SCALE 1976 DAVID JONES SYDNEY IN-STORE PROJECT PREVIOUSLY RECOMMENDED TO COMMERCE.

3. DAVID JONES PROJECT, WITH WHICH COMMERCE FAMILIAR AS RESULT DETAILED DISCUSSIONS DURING GOOTENBERG VISIT, IS RELATIVELY ADVANCED AND IS OUR PRIORITY CANDIDATE FOR ANY 1976 IN-STORE PROGRAM IN AUSTRALIA.

4. GEORGE'S OBVIOUSLY WOULD LIKE TO HAVE FULL-FLEDGED USG PROMOTIONAL SUBSIDY AS WELL AS OTHER FACILITATIVE HELP. GIVEN BUDGET LIMITATIONS, WE RECOGNIZE THAT FINANCIAL SUBSIDY IS PROBABLY NOT FEASIBLE BUT WE DO SUGGEST COMMERCE CONSIDER FACILITATIVE ASSISTANCE, ESPECIALLY WHERE THIS MIGHT REPRESENT THE EXTENSION TO GEORGE'S IN MELBOURNE AT MINIMAL EXTRA EFFORT OF EFFORTS

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UNDERTAKEN ON BEHALF OF DAVID JONES IN SYDNEY. ONE

EXAMPLE WE HAVE IN MIND IS THAT IF COMMERCE IS ABLE, AS DAVID JONES HOPES, TO ASSIST THE LATTER IN OBTAINING PROMOTIONAL ATTRACTIONS, ARRANGEMENTS COULD BE MADE FOR SUBSEQUENT USE OF THE SAME ATTRACTIONS BY GEORGE'S IN MELBOURNE. ARRANGEMENTS OF THIS TYPE WOULD DOUBLE THE IMPACT IN AUSTRALIA OF ANY COMMERCE EFFORT, WITH LITTLE OR NO INCREASE IN THE BURDEN ON COMMERCE.

5. ACTION REQUESTED: EMBASSY AND CONGENS MELBOURNE AND SYDNEY WOULD APPRECIATE (1) REPORT ON STATUS COMMERCE ACTION ON PREVIOUSLY RECOMMENDED DAVID JONES SYDNEY PROJECT, AND (2) ADVICE WHETHER IT WILL BE POSSIBLE FOR USG IN ADDITION TO PROVIDE ASSISTANCE TO GEORGE'S LTD., MELBOURNE. GREEN

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